Writing Traits Kit

This advanced level illustrates ways the six traits shift slightly across genre to accommodate **purpose and audience**. For example:

* + **Ideas** in a memoir reflect personal experience, while ideas in a research piece reflect information assembled from a wide range of sources
  + **Voice** in a business letter takes on a professional tone appropriate in a business setting, while voice in a film review, though still professional, may also be ardent, passionate, and opinionated.

Four genres:

* 1. Personal/narrative
  2. Informational/expository
  3. Persuasive
  4. Business/professional